



**RTV 6**  
**1330 N. Meridian Street**  
**Indianapolis, IN 46202**  
**(317)635-9788**

www.theindychannel.com

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

# CONTRACT

<u>Contract / Revision</u> 184152 /		<u>Alt Order #</u>
<u>Product</u> <b>IN-GOV-MIKE PENCE-Oct 16-Nov 6-TV</b>		
<u>Contract Dates</u> <b>10/15/12 - 11/06/12</b>		<u>Estimate #</u> <b>2433</b>
<u>Advertiser</u> <b>(R) Mike Pence</b>		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WRTV</b>	<u>Account Executive</u> Tara Washburn	<u>Sales Office</u> EWS-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u> MAJ

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	RTV 6	10/15/12	11/05/12	11P News	11P-1135P M-F		:30			NM	14	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				4	\$475.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$475.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$475.00			
Week:		11/05/12	11/11/12	M-----				1	\$475.00			
N 2	RTV 6	10/29/12	11/04/12	11-1135P Sa Late News	11P-1135P Sa Lt N		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$350.00			
N 3	RTV 6	10/15/12	11/04/12	11-1135P Su Late News	11P-1135P Su Lt N		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$475.00			
Week:		10/22/12	10/28/12	-----S				1	\$475.00			
Week:		10/29/12	11/04/12	-----S				1	\$475.00			
N 4	RTV 6	10/15/12	11/05/12	Nightline	1135P-1202A		:30			NM	14	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				4	\$225.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$225.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$225.00			
Week:		11/05/12	11/11/12	M-----				1	\$225.00			
N 5	RTV 6	10/29/12	11/04/12	GMA Sat 8-9A	GMA SAT		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$120.00			
N 6	RTV 6	10/15/12	11/04/12	Sun 6-630P News	6-630P		:30			NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$180.00			
Week:		10/22/12	10/28/12	-----S				1	\$180.00			
Week:		10/29/12	11/04/12	-----S				1	\$180.00			
N 7	RTV 6	10/15/12	11/04/12	ABC This Week	9-10a		:30			NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$120.00			
Week:		10/22/12	10/28/12	-----S				1	\$120.00			
Week:		10/29/12	11/04/12	-----S				1	\$120.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertiser sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry. We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
184152 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 11/06/12	IN-GOV-MIKE PENCE-C	2433

<u>Advertiser</u>	<u>Original Date / Revision</u>
(R) Mike Pence	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 8	RTV 6	10/29/12	11/06/12	MO 8-10pm Dancing	8-10p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	M-----				1	\$2,500.00			
		Week: 11/05/12	11/11/12	M-----				1	\$2,500.00			
N 9	RTV 6	10/15/12	11/06/12	ABC Mon C	10P-11P		:30			NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	M-----				1	\$2,500.00			
		Week: 10/22/12	10/28/12	M-----				1	\$2,500.00			
		Week: 10/29/12	11/04/12	M-----				1	\$2,500.00			
		Week: 11/05/12	11/11/12	M-----				1	\$2,500.00			
N 10	RTV 6	10/29/12	11/04/12	ABC Tue A	8P-9P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-T-----				1	\$2,500.00			
N 11	RTV 6	10/29/12	11/04/12	ABC Wed B	9P-10P		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	--W----				1	\$4,000.00			
N 12	RTV 6	10/29/12	11/06/12	6-7A News	6-7A		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	MTWTF--				4	\$300.00			
		Week: 11/05/12	11/11/12	MT-----				2	\$300.00			
N 13	RTV 6	10/15/12	11/06/12	Good Morning America	7-9A		:30			NM	24	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				5	\$300.00			
		Week: 10/22/12	10/28/12	MTWTF--				7	\$300.00			
		Week: 10/29/12	11/04/12	MTWTF--				8	\$300.00			
		Week: 11/05/12	11/11/12	MT-----				4	\$300.00			
N 14	RTV 6	10/15/12	11/06/12	DY 9-10A	9-10A		:30			NM	24	\$4,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				5	\$180.00			
		Week: 10/22/12	10/28/12	MTWTF--				7	\$180.00			
		Week: 10/29/12	11/04/12	MTWTF--				8	\$180.00			
		Week: 11/05/12	11/11/12	MT-----				4	\$180.00			
N 15	RTV 6	10/15/12	11/06/12	The View	11A-12N		:30			NM	13	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				3	\$300.00			
		Week: 10/22/12	10/28/12	MTWTF--				4	\$300.00			
		Week: 10/29/12	11/04/12	MTWTF--				4	\$300.00			
		Week: 11/05/12	11/11/12	MT-----				2	\$300.00			
N 16	RTV 6	10/15/12	11/06/12	Midday News	12P-1230P		:30			NM	16	\$5,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				5	\$320.00			
		Week: 10/22/12	10/28/12	MTWTF--				5	\$320.00			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$320.00			
		Week: 11/05/12	11/11/12	MT-----				1	\$320.00			
N 17	RTV 6	10/15/12	11/06/12	EF 4-5P	4-5P		:30			NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MTWTF--				3	\$375.00			
		Week: 10/22/12	10/28/12	MTWTF--				3	\$375.00			
		Week: 10/29/12	11/04/12	MTWTF--				5	\$375.00			

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<u>Contract Dates</u> 10/15/12 - 11/06/12	<u>Product</u> IN-GOV-MIKE PENCE-C	<u>Estimate #</u> 2433
<u>Advertiser</u> (R) Mike Pence		<u>Original Date / Revision</u> 08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$375.00			
N 18	RTV 6	10/15/12	11/06/12	5-530P News	5P-530P		:30			NM	16	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				5	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$375.00			
Week:		11/05/12	11/11/12	MT-----				1	\$375.00			
N 19	RTV 6	10/15/12	11/06/12	530-6P News	530P-6P		:30			NM	14	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				4	\$300.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$300.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$300.00			
Week:		11/05/12	11/11/12	MT-----				1	\$300.00			
N 20	RTV 6	10/15/12	11/06/12	6-630P News	6P-630P		:30			NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				3	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$375.00			
Week:		11/05/12	11/11/12	M-----				1	\$375.00			
N 21	RTV 6	10/15/12	11/06/12	7-730P News	7P-730p		:30			NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				3	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$375.00			
Week:		11/05/12	11/11/12	MT-----				1	\$375.00			
N 22	RTV 6	10/22/12	11/05/12	AC 730-8P/WRTV	730-8P M-F		:30			NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				2	\$325.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$325.00			
Week:		11/05/12	11/11/12	M-----				1	\$325.00			
N 23	RTV 6	10/15/12	10/28/12	ABC Thurs B	9P-10P		:30			NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$4,000.00			
Week:		10/22/12	10/28/12	---T---				1	\$4,000.00			
N 24	RTV 6	10/29/12	11/04/12	CMA Awards	8-11p		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$4,500.00			
N 25	RTV 6	10/15/12	11/04/12	ABC College FB - Prime/PA	8P-1130P		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,200.00			
Week:		10/22/12	10/28/12	-----S-				1	\$1,200.00			
Week:		10/29/12	11/04/12	-----S-				1	\$1,200.00			
N 26	RTV 6	10/15/12	11/04/12	ABC College FB-Afternoon	330P-7P		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,000.00			
Week:		10/22/12	10/28/12	-----S-				1	\$1,000.00			
Week:		10/29/12	11/04/12	-----S-				1	\$1,000.00			
N 27	RTV 6	10/29/12	11/04/12	ABC Sun C	9P-10P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
184152 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 11/06/12	IN-GOV-MIKE PENCE-C	2433

<u>Advertiser</u>	<u>Original Date / Revision</u>
(R) Mike Pence	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,500.00	P2		
N 28	RTV 6	10/29/12	11/04/12	ABC Tue C	10P-11P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$2,500.00	P2		
N 29	RTV 6	10/29/12	11/04/12	ABC Fri C	10P-11P		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,000.00	P2		
N 30	RTV 6	10/29/12	11/04/12	106-136A M-F	106-136A M-F		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				2	\$40.00	P2		
N 31	RTV 6	11/05/12	11/06/12	430-5a News	430-5a		:30			NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$10.00	PE		
N 32	RTV 6	10/29/12	11/04/12	Sa 730-8P Access	Sa 730-8P Access		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$100.00	P2		
Totals											218	\$107,375.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	111	\$49,910.00	\$42,423.50
10/29/12 - 11/06/12	107	\$57,465.00	\$48,845.25
<b>Totals</b>	<b>218</b>	<b>\$107,375.00</b>	<b>\$91,268.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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# CONTRACT

<u>Contract / Revision</u> 184152 /		<u>Alt Order #</u>
<u>Product</u> IN-GOV-MIKE PENCE-Oct 16-Nov 6-TV		
<u>Contract Dates</u> 10/15/12 - 11/06/12		<u>Estimate #</u> 2433
<u>Advertiser</u> (R) Mike Pence		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRTV	<u>Account Executive</u> Tara Washburn	<u>Sales Office</u> EWS-Washingt
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u> MAJ

And:

**Strategic Media Placement**  
**7669 Stagers Loop**  
**Delaware, OH 43015**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	RTV 6	10/15/12	11/05/12	11P News	11P-1135P M-F		:30			NM	14	\$6,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	MTWTF--				4	\$475.00			
	Week:	10/22/12	10/28/12	MTWTF--				4	\$475.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$475.00			
	Week:	11/05/12	11/11/12	M-----				1	\$475.00			
N 2	RTV 6	10/29/12	11/04/12	11-1135P Sa Late News	11P-1135P Sa Lt N		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$350.00			
N 3	RTV 6	10/15/12	11/04/12	11-1135P Su Late News	11P-1135P Su Lt N		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$475.00			
	Week:	10/22/12	10/28/12	-----S				1	\$475.00			
	Week:	10/29/12	11/04/12	-----S				1	\$475.00			
N 4	RTV 6	10/15/12	11/05/12	Nightline	1135P-1202A		:30			NM	14	\$3,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	MTWTF--				4	\$225.00			
	Week:	10/22/12	10/28/12	MTWTF--				4	\$225.00			
	Week:	10/29/12	11/04/12	MTWTF--				5	\$225.00			
	Week:	11/05/12	11/11/12	M-----				1	\$225.00			
N 5	RTV 6	10/29/12	11/04/12	GMA Sat 8-9A	GMA SAT		:30			NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$120.00			
N 6	RTV 6	10/15/12	11/04/12	Sun 6-630P News	6-630P		:30			NM	3	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$180.00			
	Week:	10/22/12	10/28/12	-----S				1	\$180.00			
	Week:	10/29/12	11/04/12	-----S				1	\$180.00			
N 7	RTV 6	10/15/12	11/04/12	ABC This Week	9-10a		:30			NM	3	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	-----S				1	\$120.00			
	Week:	10/22/12	10/28/12	-----S				1	\$120.00			
	Week:	10/29/12	11/04/12	-----S				1	\$120.00			

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**RTV 6**  
**1330 N. Meridian Street**  
**Indianapolis, IN 46202**  
**(317)635-9788**

www.theindychannel.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
184152 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 11/06/12	IN-GOV-MIKE PENCE-C	2433

<u>Advertiser</u>	<u>Original Date / Revision</u>
(R) Mike Pence	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 8	RTV 6	10/29/12	11/06/12	MO 8-10pm Dancing	8-10p		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$2,500.00			
Week:		11/05/12	11/11/12	M-----				1	\$2,500.00			
N 9	RTV 6	10/15/12	11/06/12	ABC Mon C	10P-11P		:30			NM	4	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	M-----				1	\$2,500.00			
Week:		10/22/12	10/28/12	M-----				1	\$2,500.00			
Week:		10/29/12	11/04/12	M-----				1	\$2,500.00			
Week:		11/05/12	11/11/12	M-----				1	\$2,500.00			
N 10	RTV 6	10/29/12	11/04/12	ABC Tue A	8P-9P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$2,500.00			
N 11	RTV 6	10/29/12	11/04/12	ABC Wed B	9P-10P		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$4,000.00			
N 12	RTV 6	10/29/12	11/06/12	6-7A News	6-7A		:30			NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				4	\$300.00			
Week:		11/05/12	11/11/12	MT-----				2	\$300.00			
N 13	RTV 6	10/15/12	11/06/12	Good Morning America	7-9A		:30			NM	24	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$300.00			
Week:		10/22/12	10/28/12	MTWTF--				7	\$300.00			
Week:		10/29/12	11/04/12	MTWTF--				8	\$300.00			
Week:		11/05/12	11/11/12	MT-----				4	\$300.00			
N 14	RTV 6	10/15/12	11/06/12	DY 9-10A	9-10A		:30			NM	24	\$4,320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$180.00			
Week:		10/22/12	10/28/12	MTWTF--				7	\$180.00			
Week:		10/29/12	11/04/12	MTWTF--				8	\$180.00			
Week:		11/05/12	11/11/12	MT-----				4	\$180.00			
N 15	RTV 6	10/15/12	11/06/12	The View	11A-12N		:30			NM	13	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				3	\$300.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$300.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$300.00			
Week:		11/05/12	11/11/12	MT-----				2	\$300.00			
N 16	RTV 6	10/15/12	11/06/12	Midday News	12P-1230P		:30			NM	16	\$5,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$320.00			
Week:		10/22/12	10/28/12	MTWTF--				5	\$320.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$320.00			
Week:		11/05/12	11/11/12	MT-----				1	\$320.00			
N 17	RTV 6	10/15/12	11/06/12	EF 4-5P	4-5P		:30			NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				3	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				3	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$375.00			

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**Indianapolis, IN 46202**  
**(317)635-9788**

www.theindychannel.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
184152 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/15/12 - 11/06/12	IN-GOV-MIKE PENCE-C	2433

<u>Advertiser</u>	<u>Original Date / Revision</u>
(R) Mike Pence	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				1	\$375.00			
N 18	RTV 6	10/15/12	11/06/12	5-530P News	5P-530P		:30			NM	16	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				5	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				5	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$375.00			
Week:		11/05/12	11/11/12	MT-----				1	\$375.00			
N 19	RTV 6	10/15/12	11/06/12	530-6P News	530P-6P		:30			NM	14	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				4	\$300.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$300.00			
Week:		10/29/12	11/04/12	MTWTF--				5	\$300.00			
Week:		11/05/12	11/11/12	MT-----				1	\$300.00			
N 20	RTV 6	10/15/12	11/06/12	6-630P News	6P-630P		:30			NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				3	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$375.00			
Week:		11/05/12	11/11/12	M-----				1	\$375.00			
N 21	RTV 6	10/15/12	11/06/12	7-730P News	7P-730p		:30			NM	12	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	MTWTF--				3	\$375.00			
Week:		10/22/12	10/28/12	MTWTF--				4	\$375.00			
Week:		10/29/12	11/04/12	MTWTF--				4	\$375.00			
Week:		11/05/12	11/11/12	MT-----				1	\$375.00			
N 22	RTV 6	10/22/12	11/05/12	AC 730-8P/WRTV	730-8P M-F		:30			NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				2	\$325.00			
Week:		10/29/12	11/04/12	MTWTF--				3	\$325.00			
Week:		11/05/12	11/11/12	M-----				1	\$325.00			
N 23	RTV 6	10/15/12	10/28/12	ABC Thurs B	9P-10P		:30			NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	---T---				1	\$4,000.00			
Week:		10/22/12	10/28/12	---T---				1	\$4,000.00			
N 24	RTV 6	10/29/12	11/04/12	CMA Awards	8-11p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$4,000.00			
N 25	RTV 6	10/15/12	11/04/12	ABC College FB - Prime/PA	8P-1130P		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,200.00			
Week:		10/22/12	10/28/12	-----S-				1	\$1,200.00			
Week:		10/29/12	11/04/12	-----S-				1	\$1,200.00			
N 26	RTV 6	10/15/12	11/04/12	ABC College FB-Afternoon	330P-7P		:30			NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$1,200.00			
Week:		10/22/12	10/28/12	-----S-				1	\$1,200.00			
Week:		10/29/12	11/04/12	-----S-				1	\$1,200.00			
N 27	RTV 6	10/29/12	11/04/12	ABC Sun C	9P-10P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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www.theindychannel.com

<u>Contract / Revision</u> 184152 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/15/12 - 11/06/12	<u>Product</u> IN-GOV-MIKE PENCE-C	<u>Estimate #</u> 2433
<u>Advertiser</u> (R) Mike Pence		<u>Original Date / Revision</u> 08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S				1	\$2,500.00			
N 28	RTV 6	10/29/12	11/04/12	ABC Tue C	10P-11P		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-T-----				1	\$2,500.00			
N 29	RTV 6	10/29/12	11/04/12	ABC Fri C	10P-11P		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	----F--				1	\$1,000.00			
N 30	RTV 6	10/29/12	11/04/12	106-136A M-F	106-136A M-F		:30			NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	MTWTF--				2	\$40.00			
N 31	RTV 6	11/05/12	11/06/12	430-5a News	430-5a		:30			NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 11/05/12	11/11/12	MT-----				1	\$10.00			
Totals											217	\$107,375.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	111	\$50,310.00	\$42,763.50
10/29/12 - 11/06/12	106	\$57,065.00	\$48,505.25
<b>Totals</b>	<b>217</b>	<b>\$107,375.00</b>	<b>\$91,268.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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# INDIANA MIKE PENCE OCT 16-NOV 6

Revision #: 0 Date: 8/1/2012

Client: IN Mike Pence  
Media: TV  
Product: General TV  
Market: Indianapolis

Estimate: 2433  
Description: IN-GOV-MIKE PENCE-OCT16-NOV6-TV  
Flight Start Date: 10/15/12 5:00:00 AM  
Flight End Date: 11/6/12 2:59:00 PM

Separation between spots:

15

Buyer: Whitney Eversole

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks					Total Spots
						10/15	10/22	10/29	11/5		
WRTV-TV											
P2-81	MTuWThF 6:00a-7:00a GD MORN IN 2	EM	\$300.00	\$255.00	30	0	0	4	2		6
P2-82	MTuWThF 7:00a-9:00a GD MRN AMR-ABC	EM	\$300.00	\$255.00	30	5	7	8	4		24
P2-83	MTuWThF 9:00a-10:00a REGIS&KELLY	DT	\$180.00	\$153.00	30	5	7	8	4		24
P2-84	MTuWThF 11:00a-12:00p VIEW-ABC	DT	\$300.00	\$255.00	30	3	4	4	2		13
P2-85	MTuWThF 12:00p-12:30p NWS/MDDAY-RTV6	DT	\$320.00	\$272.00	30	5	5	5	1		16
P2-86	MTuWThF 4:00p-5:00p JUDGE JUDY B<	EF	\$375.00	\$318.75	30	3	3	5	1		12
P2-87	MTuWThF 5:00p-5:30p FRST FVE1-RTV6	EN	\$375.00	\$318.75	30	5	5	5	1		16
P2-88	MTuWThF 5:30p-6:00p NEWS-530 RTV 6<	EN	\$300.00	\$255.00	30	4	4	5	1		14
P2-89	MTuWThF 6:00p-6:30p NWS/6PM-RTV6<	EN	\$375.00	\$318.75	30	3	4	4	1		12
P2-90	MTuWThF 7:00p-7:30p NWS/7PM-RTV6<	PA	\$600.00	\$510.00	30	3	4	4	1		12
P2-91	MTuWThF 7:30p-8:00p INSIDER<	PA	\$325.00	\$276.25	30	0	2	3	1		6



# INDIANA MIKE PENCE OCT 16-NOV 6

Revision #: 0 Date: 8/1/2012

Client: IN Mike Pence  
Media: TV  
Product: General TV  
Market: Indianapolis  
Estimate: 2433  
Description: IN-GOV-MIKE PENCE-OCT16-NOV6-TV  
Flight Start Date: 10/15/12 5:00:00 AM  
Flight End Date: 11/6/12 2:59:00 PM  
Buyer: Whitney Eversole

Separation between spots: 15

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks					Total Spots
						10/15	10/22	10/29	11/5		
WRTV-TV											
92-92	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$475.00	\$403.75	30	4	4	5	1		14
92-93	Sa 11:30p-12:00a SAT LATE NEWS	LN	\$350.00	\$297.50	30	0	0	1	0		1
92-94	Su 11:00p-11:35p SUN LATE NEWS	LN	\$765.00	\$650.25	30	1	1	1	0		3
92-95	MTuWThF 11:35p-12:05a NIGHTLINE	LF	\$225.00	\$191.25	30	4	4	5	1		14
92-96	Sa 8:00a-9:00a GD MRN-SAT-ABC	WK	\$120.00	\$102.00	30	0	0	1	0		1
92-97	Su 6:00p-6:30p SUN NWS-RTV6	EN	\$180.00	\$153.00	30	1	1	1	0		3
92-98	Su 9:00a-10:00a THIS WEEK-ABC	WK	\$160.00	\$136.00	30	1	1	1	0		3
92-99	M 8:00p-10:00p DANCING	PT	\$2,450.00	\$2,082.50	30	0	0	1	1		2
92-100	M 10:00p-11:00p CASTLE	PT	\$2,500.00	\$2,125.00	30	1	1	1	1		4
92-101	Tu 9:00p-10:00p DANC-RESLT-ABC	PT	\$2,500.00	\$2,125.00	30	0	0	1	0		1
92-103	W 9:00p-10:00p MODERN/NEIGHBORS	PT	\$4,000.00	\$3,400.00	30	0	0	1	0		1



# INDIANA MIKE PENCE OCT 16-NOV 6

Revision #: 0 Date: 8/1/2012

Client: IN Mike Pence  
Media: TV  
Product: General TV  
Market: Indianapolis

Estimate: 2433  
Description: IN-GOV-MIKE PENCE-OCT16-NOV6-TV  
Flight Start Date: 10/15/12 5:00:00 AM  
Flight End Date: 11/6/12 2:59:00 PM

Separation between spots: 15 Buyer: Whitney Eversole

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks					Total Spots
						10/15	10/22	10/29	11/5		
WRTV-TV											
104	Th 9:00p-10:00p GREYS	PT	\$4,000.00	\$3,400.00	30	1	1	1	0		3
105	Sa 8:00p-11:00p SAT NT FTB-ABC	PT	\$1,200.00	\$1,020.00	30	1	1	1	0		3
106	Sa 3:30p-7:00p ABC CLG FTBL L<	RT	\$1,200.00	\$1,020.00	30	1	1	1	0		3
108	Su 9:00p-10:00p REVENGE	PT	\$2,500.00	\$2,125.00	30	0	0	1	0		1
						Total Spots:					212
Total Cost:			\$107,375.00	\$91,268.75							
Total											
OCT 12			\$52,545.00	\$44,663.25							
NOV 12			\$54,830.00	\$46,605.50							

Signature: \_\_\_\_\_

Disclaimer:



# Summary by Station/System

Date: 8/1/2012

**Client:** IN Mike Pence  
**Media:** TV  
**Product:** General TV  
**Market:** Indianapolis  
**Estimate:** 2433  
**Description:** IN-GOV-MIKE PENCE-OCT16-NOV6-TV  
**Flight Start Date:** 10/15/12 5:00:00 AM  
**Flight End Date:** 11/6/12 2:59:00 PM  
**Buyer:** Whitney Eversole

**Separation between spots:** 15

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WRTV-TV	212	\$107,375.00	100%	\$91,268.75	100%
<b>Market Total:</b>	212	\$107,375.00		\$91,268.75	

## STRATEGIC MEDIA PLACEMENT INC.

7669 STAGERS LOOP  
DELAWARE, OH 43015

25-2-440

08/02/2012

 PAY  
TO THE  
ORDER OF      WRTV-TV

\$\*\*91,268.75

Ninety-one thousand two hundred sixty-eight and 75/100\*\*\*\*\*

DOLLARS

WRTV-TV

AUTHORIZED SIGNATURE

MEMO

MIKE PENCE BUY 10/16/12 - 11/6/12

⑈00016531⑈ ⑆044000024⑆ 01892394091⑈

STRATEGIC MEDIA PLACEMENT INC.

08/02/2012

WRTV-TV

16531

MIKE PENCE BUY 10/16/12 - 11/6/12

91,268.75

# 184152

\$ 107,375

CHECK TO LISA 8/8/12

102 Huntington

MIKE PENCE BUY 10/16/12 - 11/6/12

91,268.75

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

**Station and Location:****Date:**I, KEGAN BERAN / WHITNEY EVERSOLE,being/on behalf of: MIKE PENCE, a legallyqualified candidate of the REPUBLICAN politicalparty for the office of: GOVERNOR OF INDIANAin the GENERALelection to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Mike Pence for Indiana, PO Box 1038, Anderson, IN 46015 | (765) 643-9503

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Fred S Klipsch

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

5/11/12

Date

  
Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

**FEDERAL CANDIDATE REQUEST FOR POLITICAL AVAILS AND RATES**  
(To be filled out and kept on file for public inspection)

**To:** Jennifer Hyslop  
**Station:** WRTV Indianapolis  
**From:** Strategic Media Placement, Inc.  
**Date:** 8/8/12

**This request was:**  
☒ Accepted  
☐ Rejected

---

**Agency:** Strategic Media Placement, Inc.  
**Address:** 7669 Stagers Loop  
Delaware, OH 43015

**Phone#:** 7402015530  
**Fax#:**

**Contact:** Whitney Eversole

On behalf of the below candidate, the above buyer has requested avails and rates for your station. The information will be used for the following election(s):

☐ CAUCUS      ☐ SPECIAL      ☐ PRIMARY      ☒ General

**Candidate named in message:** Mike Pence

**Political Party:** Republican

**Office being sought:** Governor

**Candidate Written Certification:** ☐ Yes      ☒ No

**Election referred to:** Governor

**Sponsor (or authorized committee):** Mike Pence for Indiana

**Address:** PO Box 1038  
Anderson, IN 46015

**Phone:** 7656439503

**Executive (authorized) Officer:**

**Treasurer:** Fred S. Klipsch

**Station disclosure statement provided:** \_\_\_\_\_